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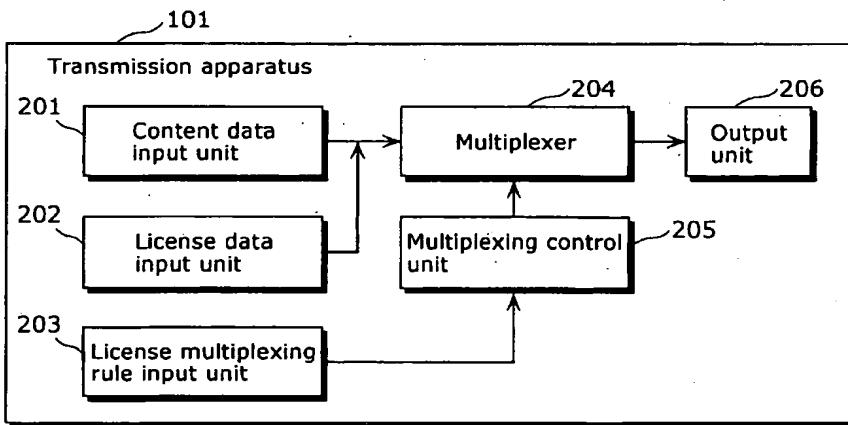
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(57) Abstract: A transmission apparatus (101) includes: a license data input unit (202) that accepts an input of license data which permits reproduction of a storage content linked from a streaming content; a multiplexer (204) that generates multiplexed data by multiplexing the inputted license data on a broadcast content for a predetermined period of time; and an output unit (206) that transmits the generated multiplexed data to a content reproduction apparatus (102) via digital broadcast. The content reproduction apparatus (102) includes: a receiving unit (301) that receives multiplexed data; a demultiplexer (302) that extracts license data and a broadcast content from the received multiplexed data; and a content reproduction unit (307) that reproduces the extracted broadcast content, and when obtaining a storage content whose reproduction is permitted based on the extracted license data, reproduces the obtained storage content based on the license data by switching the reproduction from the broadcast content to the storage content.

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